

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Confirmation No.: 9889

James M. Barton

Group Art Unit No.: 2424

Serial No.: 09/740,618

Examiner: SHELEHEDA,  
JAMES R.

Filed: December 18, 2000

For: METHOD FOR ENHANCING DIGITAL VIDEO RECORDER TELEVISION  
ADVERTISING VIEWERSHIP

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION UNDER 37 CFR § 1.111**

Dear Sir:

This is in response to the Office Action mailed October 24, 2008, the shortened statutory period for which runs until January 24, 2009. Please revise the subject application as indicated below.

There are no amendments to the specification. Amendments to the claims, and Remarks, are presented on separate sheets below.

**Claim amendments are on pages 2-8.**

**Remarks are on pages 9-19.**